

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2004Continuing ☐New ☐Previous Year (below line/defer) ☒**Issue:** Work plan to develop Heritage Preservation Commission outreach program**Lead Department:** Community Development Department, Planning Division**General Plan Element or Sub-Element:** Heritage Preservation Sub-Element**1. What are the key elements of the issue? What precipitated it?**

Community outreach is named as a strategic priority in the Heritage Preservation Sub-Element, which states "A strong public outreach effort is needed to bring more public attention to the City's heritage resources and develop public support for the City's heritage preservation activities. "

An outreach work plan would determine the most feasible means to bring public attention to and involvement in Sunnyvale's heritage resources and programs. Activities that may be considered include:

- Development of a slide &/or video program to use for presentations in school classrooms, churches, civic and business groups
- Publications such as brochures or walking tour maps
- Utility bill inserts
- Development of web site, under the City's current web site, to provide information to the public about the City's heritage resources
- Writing articles for publication in local newspapers

A workplan would be developed which strategically prioritizes activities that are the most important and most effective means of outreach. As part of the feasibility analysis, staff would look for grants, such as CLG funds, to support recommended activities.

2. How does this relate to the General Plan or existing City Policy?**The Heritage Preservation Sub-Element**

Goal 6.3A - To promote knowledge of and appreciation for, Sunnyvale's heritage and to encourage broad community participation in heritage programs and projects.

Policy 6.3A.1 states - Provide information on Sunnyvale's heritage to schools, civic groups, neighborhood organizations, business organizations and other established organizations.

Action Statement 6.3A.1d - Publish and distribute written materials.

3. Origin of issue:

Councilmember: _____

General Plan: _____

Staff: _____

BOARD or COMMISSION

Arts	<input type="checkbox"/>	Library	<input type="checkbox"/>
Bldg. Code of Appeals	<input type="checkbox"/>	Parks & Rec.	<input type="checkbox"/>
CCAB	<input type="checkbox"/>	Personnel	<input type="checkbox"/>
Heritage Preservation	<input checked="" type="checkbox"/>	Planning	<input checked="" type="checkbox"/>
Housing & Human Svcs	<input type="checkbox"/>		

Board / Commission Ranking/Comment:

This issue was ranked last year but fell below the line. For 2004, the HPC has ranked the issue 1 of 2.

Board / Commission Ranking/Comment:

Heritage Board / Commission ranked 2 of 4
Preservation _____

4. Due date for Continuing and Mandatory issues (if known): _____

5. Multiple Year Project? Yes ☐ No ☒ **Expected Year of Completion** 2004

6. Estimated work hours for completion of the study issue.
- | | |
|--|-------|
| (a) Estimated work hours from the lead department | 100 |
| (b) Estimated work hours from consultant(s): | _____ |
| (c) Estimated work hours from the City Attorney's Office: | 5 |
| (d) List any other department(s) and number of work hours: | |
| Department(s): IT | 10 |
| Total Estimated Hours: | 115 |
7. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes ☐ No ☒
- (b) Does this issue require review by a Board/Commission? Yes ☒ No ☐
- If so, which Board/Commission? Heritage Preservation
- (c) Is a Council Study Session anticipated? Yes ☐ No ☒
- (d) What is the public participation process?
8. Estimated Fiscal Impact:
- | | |
|----------------------------|----------|
| Cost of Study | \$ 7,500 |
| Capital Budget Costs | \$ _____ |
| New Annual Operating Costs | \$ _____ |
| New Revenues or Savings | \$ _____ |
| 10 Year RAP Total | \$ _____ |
9. Staff Recommendation
- ☐ Recommended for Study
- ☐ Against Study
- ☒ No Recommendation

Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

reviewed by

Department Director

Date

approved by

City Manager

Date